DeBoever & Associates, Inc.

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March 2, 1988.

MAR 7 1988
MOUNTAIN VIEW

Mr. Don Price
Marketing Communications Manager
INPUT
1280 Villa Street
Mountain View, CA 94041-1194

Dear Don,

I enjoyed speaking with you today and would like to thank you for your assistance with our "boutique" mailout for the National Conference on Managing DEC-IBM Integration.

I am confirming the details of our talk as follows:

1. Input will mail our agreed upon cover letter (enclosed) on INPUT letterhead and conference brochure in 9" x 12" envelopes by first class mail from your site. Target date for the "drop" is March 16, 1988.

2. DeBoever & Associates, Inc. will provide 2000 conference brochures delivered in your hand by March 14, 1988. We agree to pay first class postage for 2000 pieces. Please invoice us on the same invoice as Doug's travel expenses.

I'll look forward to speaking with you again soon. Next week I'll be at Connect '88 in New York, March 7-10, and doing a talk in Toronto, March 11. My office will be able to reach me should you need to contact me.

Best Regards,

Gregg Martin
Research Associate

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Date Line

Mr. John D. Sample
Vice President, Information Systems
Fortune 500, Inc.
1234 Dunhill Road
New York, NY 10001

Dear Mr. Sample

I'm writing to you about a matter of strategic urgency to your company.

Your investment in data processing systems from IBM and Digital Equipment Corp. (DEC) is at a crossroads. A crossroads created by a rush of new technology from the computer industry -- and competitive pressure in your own.

New horizons are waiting for those companies that can successfully master that art of integrating their existing DEC and IBM systems.

The 1988 National Conference on Managing DEC-IBM Integration marks the first gathering of leading experts on this vital topic. It's happening in Chicago on May 3 and 4. And I recommend it to you as an ideal way to update yourself and other key people in your firm on the strategies, technologies and tools that can significantly increase the return of your existing information systems investment.

I've enclosed a brochure that will give you complete details on the conference's agenda, as well as it's impressive line-up of speakers. This conference is the only way you can gain such valuable insights in two intensive days.

It's worth a look. I will be speaking on the topic "DEC vs. IBM 1988-1992: A Competitive Perspective", Tuesday, May 3, day one of the conference.

I look forward to seeing you there.

Sincerely,

Doug Tayler
Director, Information Systems Program

P.S. If you absolutely cannot attend the conference, I urge you to consider sending an alternate. Or better yet, send a team of executives. You'll find a schedule of discounts for multiple registrations in the brochure.

DeBoever & Associates and Software Magazine

Invite You To Attend

The 1988 National Conference On

Strategies, Technologies, and Tools for Management

An intensive, 2-day program that will teach you how to overcome the greatest obstacles to DEC/IBM systems integration — and bring you face-to-face with the experts who speak your language.

You'll Learn:

- The 10 most common integration challenges facing IBM shops today.
- How to distinguish between a problem solution and a strategic commitment.
- How to analyze the financial benefits of DEC-IBM integration.
- When to seek outside help in DEC-IBM integration initiatives.
- How E-Mail systems are being bridged across DEC and IBM environments today.
- How to validate shared database as a strategy for DEC-IBM integration.
- Inside stories of successful DEC-IBM projects from first-hand accounts.
- How to spot the profile of successful integration teams.
- How to understand the different "culture" of your DEC-oriented associates.
- How to manage integration solutions so they don't become your next set of problems.

. . . AND MUCH, MUCH MORE!

May 3-4, 1988 • The Hyatt Regency O'Hare • Chicago

The 1988 National Conference

Don't Miss This Opportunity to Master the Tools of

It's very likely that IBM and Digital Equipment Corporation represent two of your biggest data processing dollar commitments. If that's so, then the proper integration of their systems is a matter of ***strategic*** *importance to your company. And that's the only reason you need to register* ***today*** *for the 1988 National Conference on Managing DEC-IBM Integration, May 3 and 4 at the Hyatt Regency O'Hare in Chicago.*

This is the first conference ever devoted to the integration of DEC-IBM environments. Whether your interest is in managing the technology, the people, or the process, this could be the most valuable two days you'll spend ***anywhere*** *in 1988.*

Top Experts, Hot Topics

An all-star cast of the industry's leading experts will lead sessions on strategic alternatives, the business motivations of your major vendors, industry standards that can affect your company, and more. And there will be special focus sessions on hot topics like E-Mail, and managing your staff's skills.

A complete conference agenda is included here so you can see the entire range of issues to be covered. And be sure to look at our lineup of speakers—an impressive team of recognized authorities from the leading edge of systems integration technology and business management.

Special Bonus: FREE Copy of Published Proceedings

Every attendee of the 1988 National Conference will receive—at no additional charge—a 200-page recap of all the sessions and presentations held during these two days. It's sure to be a valuable reminder to you, and a convenient way for you to share what you've learned with others at your company.

This official record of the proceedings—packed with valuable information and insight that you won't find anywhere else—is available *only* to registered attendees of the Conference. You'll probably find that the printed record alone is worth the registration fee.

Who Should Attend

Executives, Corporate Planners, and Senior Management members who want to understand the DEC-IBM phenomenon and how it meets the strategic needs of their companies.

MIS Executives and DP Shop Managers who will be acquiring and managing DEC-IBM products to enable the effective sharing of the two technologies.

IBM Systems Professionals and DEC Systems Professionals who need to understand the integration potential of both technologies in order to develop them effectively.

Departmental Systems Managers who expect greater access to the corporate DP resources for their VAX-based distributed processing requirements.

Communications and Network Managers who must plan the implementation of dissimilar devices into their network to achieve greater productivity.

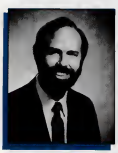
Anyone responsible for enhancing return on investment from the existing DP investment.

Space is Limited — Register Now by Phone, FAX, or Mail

Only a fixed number of seats are available at the 1988 National Conference. And the tremendous interest in DEC-IBM integration issues leads us to expect a sellout.

Don't wait until it's too late — complete the attached registration form and send it in **today**. Or, you can register by phone — or FAX. Check the *"Three Ways to Register"* section for complete details.

Featured Speakers



Larry R. DeBoever

Douglas H. Tayler

Amy Wohl

Paul Hessinger

Herb Edelstein

Dr. Stephen L. Arnold

James J. Mullen

Sonny Monosson

Irvin M. Shapiro

Lew Sheperdson

Lyle C. Anderson

Larry R. DeBoever, *President, DeBoever & Associates* — Mr. DeBoever is a leading authority on systems integration and connectivity issues in Fortune 2000 companies. His twenty years of industry experience include founding Pansophic/Christianson Systems, and Linkware, Inc., and a term as Director of Strategic Planning at Ungermann-Bass. A widely-read author, his writing appears regularly in *Computer-World, PC Week,* and *Software Magazine.* His most recent work is *Corporate Connectivity: Concepts, Technologies, and Trends.* Mr. DeBoever's consulting practice has helped many clients set their strategic direction in the area of systems integration and connectivity.

Douglas H. Tayler, *Director, Information Systems Program, INPUT* — Mr. Tayler has served as a senior information systems executive for three Fortune 500 companies, and as Vice President of Product and Business Development for Deltak, Inc., the leading developer of technology training for the systems profession. He currently directs INPUT's Information Systems Program, a planning and research service for information systems executives.

Amy Wohl, *President, Wohl Associates* — Ms. Wohl is a well known expert on the subject of office automation and end-user computing. She is Editor and Publisher of *The Wohl Report on End-User Computing,* a monthly newsletter, and a columnist for *ComputerWorld.* Ms. Wohl is also a member of the National Academy of Sciences, and is participating in its study of "The Effects of Automation on Employment."

Paul Hessinger, *Chief Technical Officer and Vice President of Research, Computer Task Group (CTG), Inc.* — Internationally regarded as a leading information systems strategist, Mr. Hessinger is best known for his analysis of IBM software strategies. He accurately predicted the impact of DB2 in a widely acclaimed article for *ComputerWorld,* and was one of the first to present SQL as an industry standard for all software vendors and users.

on Managing DEC-IBM Integration

Integration Strategy and Tactics … In Only Two Days

Rosemary M. O'Mahony, ***Senior Manager, Technical Services Organization, Arthur Anderson & Co.*** — Ms. O'Mahony has worldwide responsibility within Arthur Anderson & Co. for providing professional and technical services for projects involving systems integration and DEC hardware or software. She has acted as project manager for the development of several VAX-based applications systems, and has also developed systems on the IBM/370, System/38 and AMDAHL platforms.

Herb Edelstein, ***Principal, Euclid Associates, Inc.*** — Mr. Edelstein's specialties are database management systems and desktop publishing. Formerly Vice President of Marketing and Sales at Sybase, he now teaches professional development seminars on database management and other data systems related topics.

Dr. Stephen L. Arnold, ***Co-Founder, Joiner Associates, Inc.*** — Dr. Arnold is a networking consultant, and is product manager for Joiner Associates' Jnet, which now has over 300 DEC-IBM installations. His special expertise is in networking IBM mainframes and Digital VAX superminicomputers. He was formerly on the faculty of the University of New York, where he taught computer science.

James J. Mullen, ***Vice President of Sales and Marketing, Orion Network Systems, Inc.*** — Mr. Mullen joined Orion Network Systems after more than five years at Tymnet, a division of McDonnell Douglas, where he was directly responsible for the company's private networks. He is a regularly featured speaker in the computer industry. Mr. Mullen has published a number of articles on communications software, including *"SNA Facilities Migrate to Unix"* and *"SNA Connectivity - APPC."*

Sonny Monosson, ***Principal, Monosson Technology Enterprises*** — In addition to Mr. Monosson's other interests as Chairman of the American Computer Group, Inc., and President of the Boston Financial & Equity Corporation, he is an avid DEC watcher. Mr. Monosson publishes a monthly newsletter on Digital Equipment Corporation called *Monosson on DEC*. His forceful style and insight reflect his considerable experience in business dealings with both IBM and DEC.

Joseph T. Mohen, ***Vice President, Teleprocessing Connection, Inc.*** — Mr. Mohen is a specialist in intervendor communications using Advanced Program-to-Program Communications, with ten years of experience in making systems from Digital, Wang, Apollo, Sun, Apple, and others talk to each other. Formerly with Chase Manhattan Bank and Citibank before joining TCI, Joe is now a columnist for *PC Week Connectivity*.

Andris Putnins, ***Central Area Manager, Network Marketing Programs, Digital Equipment Corp.*** — Mr. Putnins directs Digital's IBM Interconnect Strategy in Fortune 500 accounts in the Midwest Region. He currently directs "mission critical" projects for Digital clients in the process manufacturing and financial services industries. Mr. Putnins' most recent publication was entitled "Migration Strategies Towards OSI".

Irvin M. Shapiro, ***Managing Partner, ISA Consultants, Ltd.*** — Mr. Shapiro spent five years with Digital Equipment Corporation, most recently as manager of the U.S. Area Communications Center (CEC). As DEC's Chicago District Network Coordinator, he was responsible for the design and certification of all network configurations sold in Illinois. Mr. Shapiro currently conducts seminars for DEC's training organization on topics ranging from VAX/VMS Internals to VAX/VMS: An Executive Overview.

Lew Sheperdson, ***Vice President Technology, SIMWARE, Inc.*** — Mr. Sheperdson is responsible for SIMWARE's strategic product planning, product research, and technology acquisitions. The company is a leading developer of datacommunications software for IBM mainframes and minicomputers. Mr. Sheperdson is the author of SIM3278/VTAM, a successful emulation product that is the key component of SIMWARE's mainframe connectivity software family.

Lyle C. Anderson, ***Senior Consulting Manager, DMR Group, Inc.*** — Mr. Anderson has years of experience in information planning, administration, and implementation of office and business computer systems in a variety of large-scale hardware and software environments. His specialty is assisting clients with the assimilation of leading edge technology into their operations. His firm provides consulting services on product planning and support to several large computer vendors.

Dan Ladermann, ***Vice President Advanced Programs, Wollongong Group, Inc.*** — Mr. Ladermann is the author of numerous technical and managerial articles on TCP/IP, DEC, SNA, and the benefits of standardization in networking, including the migration path to OSI. He is currently responsible for developing strategic direction and establishing strategic relationships at Wollongong Group.

Agenda

▶ Monday, May 2

7:00-9:00 pm Conference Pre-Registration and Reception.

▶ Tuesday, May 3

7:30-8:30 am Registration; Coffee and Danish

8:30-9:15 am Opening Address:
Pressures for DEC-IBM Integration,
Ed Bride, Editor, *Software Magazine*

9:15-10:15 am General Session:
DEC-IBM Integration: Common Problems Solved?
Larry DeBoever, President, DeBoever & Associates, Inc.
Common problems can be solved today! How you can prepare for the management challenges posed by the most common integration problems.

10:15-10:30 am Morning Coffee

10:30-12:00 noon **Concurrent Breakout Sessions**
IBM: Architecture, Technology, and Terms - Lew Sheperdson, VP Technology, SIMWARE
The concepts, technologies, and "IBM-ese" DEC professionals need to communicate with their IBM-oriented associates and vendors
DEC: Architecture, Technology, and Terms - Dr. Stephen Arnold, Co-Founder, Joiner Associates, Inc.
An overview of basic DEC products and IBM equivalents, frequently-used terms, and DEC's approach to DEC-IBM interconnect.
Management Briefing: Using Systems Integrators in DEC-IBM Projects
Who are they? What can they do? How to know when you need one. And how to select the right one for your needs.

12:00-1:00 pm Lunch (compliments of DeBoever & Associates)

1:00-2:30 pm General Session:
Third Party DEC-IBM Solutions: A Survey - Larry DeBoever, President, DeBoever & Associates, Inc.
The various solutions third-party vendors offer for DEC-IBM integration, and how they fit into DEC's and IBM's plans.

2:30-2:45 pm Afternoon Refreshments

2:45-4:00 pm **Concurrent Focus Sessions**
Office Automation: The Interchange of E-Mail and Documents - Amy Wohl, Wohl Consulting Group
Dissimilar mail systems can be "bridged" in a DEC-IBM environment today! But can they be managed?
Channel Attached/High Performance Solutions -Charlie Pitcher, Director of Systems Integration, Rabbit Software Corp.
Many DEC-IBM shops are experiencing success with new products "channel attached" to IBM mainframes. What do these solutions offer in the business computing environment?
Management Briefing: Dealing with DEC and IBM Culture Differences - Sonny Monosson, Monosson Technology Ent.
Understand the differences in viewpoint between DEC and IBM professionals — and solve people problems before they happen!

4:00-5:00 pm **DEC and IBM: A Competitive Perspective** -Doug Tayler, Director, Information Systems Program, INPUT
The current and future strategies of both vendors and their effects on third party players. Guidelines for obtaining maximum benefit from the DEC-IBM phenomena. DEC + IBM for strategic business advantage?

7:00-9:00 pm Vendor Hospitality Suites at the hotel

▶ Wednesday, May 4

7:30-8:25 am **Earlybird Sessions:**
DNA/DECnet: A Primer - Irv Shapiro, President, Shapiro and Assoc.
For IBM professionals, an overview of DNA, DECnet, and other DEC products, and comparisons with IBM networking architectures with emphasis on DEC-IBM internet products.
3270 Terminal Networks: A Primer - Lew Sheperdson, VP Technology, SIMWARE
For DEC professionals, components and principles of 3270 networks. The design rationale for the "front-end approach." Performance and management issues.

8:30-9:15 am **General Sessions:**
DEC and IBM: The Next Generation of Products - Paul Hessinger, Vice President, Computer Task Group
Competitive forces, the convergence of standards, software trends, and more. Where are we going, how can we get there?

9:15-10:30 am **Concurrent Strategy Sessions**
LANs: Your Integration Backbone? - Lyle Anderson, Senior Consulting Manager, DMR Group, Inc.
Are LANs an appropriate "bed of technology" for integration? The key issues for the large IBM 370 environment.
Managing a Shared Database Strategy in DEC-IBM Environments -Herb Edelstein, President, Euclid & Assoc.
Is this a manageable strategy for DEC-IBM shops? What about the new "star" solutions?
Building Distributed Applications in DEC-IBM Environments - Joe Mohen, Vice President, TeleProcessing Connection, Inc.

Managing DEC-IBM Integration

Strategies, Technologies, and Tools for Management

DeBoever & Associates, Inc.
179 Great Road, Suite 220
Acton, MA 01720
Attn: Gregg Martin, Conference Coordinator
(617) 264-0155

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DeBoever & Associates and Software Magazine

"Our research into the needs of Information Systems Management . . . indicates that they will be focusing on the integration of technology and data . . . for strategic business advantage."

DEC vs. IBM, 1987-1992, INPUT

Dear Executive:

If you agree with INPUT — and if getting the most out of your IS investments in information technology is important to you — then this invitation may be the most important one you receive in all of 1988.

Please join us in Chicago on May 3 and 4 for the *first* National Conference on Managing DEC-IBM Integration.

When we began planning the agenda for this conference, we set five goals:

1. To focus on the areas that *really* count in managing DEC-IBM environments: Strategy, Technologies, Planning, People, and Control.
2. To deliver — in two intensive days — solid, learning-oriented content for IS decision-makers who have no time to waste.
3. To present *only* top-notch speakers. Experts who know the business issues. Who understand your business environment. And who speak your language.
4. To publish the proceedings of the conference in a form that will provide a value equal to that of the conference itself. This 200-page volume will provide a welcome addition to your business library.
5. To provide ample opportunity for you to build your personal network of industry contacts at the Pre-Registration Reception, the opening night Hospitality Suites, and the daily complimentary Continental Breakfasts.

Look over the conference agenda and the background information on the speakers we're presenting, and I think you'll agree that this is an event you don't want to miss.

▶ Space is Limited — Register Now!

We expect demand for seats at the National Conference to be high. Space is limited, so we must accept reservations on a strict first-come-first-served basis.

To avoid disappointment please complete and mail your registration certificate *today*. Better yet, call me at **617-264-0155** and charge your reservation to Visa or MasterCard. Or, FAX me at **617-264-0540**. I'll take down the details and confirm your place immediately.

I look forward to seeing you at the Conference in May.

Sincerely,

Gregg Martin

Gregg Martin
Conference Coordinator

P.S. **SEND A TEAM AND SAVE!** When you send three or more people, the fourth person attends **FREE OF CHARGE.** The fifth and subsequent attendees will be admitted at **50% off the regular fee.** This team approach ensures that your key people will be able to discuss and compare notes at the meeting. That they'll share a common understanding when they return to your office. And that they'll be able to implement what they've learned quickly.

Cooperative processing applications involving both IBM hosts and VAX systems, and the IBM and OSI technologies that can tie them together. Two case studies presented.

10:30-10:45 am Morning Coffee

10:45-12:00noon **User Forums and Case Studies: 3 Concurrent Sessions** - Chaired by Arthur Anderson & Co., Chicago

Senior partners and managers of Arthur Anderson & Co. - along with past and present clients - will discuss their experiences in a "forum" setting. Case studies will be presented to highlight key points. The final thirty minutes of each session will be devoted to questions from the audience.

12:00-1:00 pm Lunch (compliments of DeBoever & Associates)

1:00-2:00 pm **Concurrent Standards Sessions**

TCP/IP: A Payoff in Commercial Processing? - Dan Ladermann, Vice President, The Wollongong Group

What are the potential payoffs for using TCP/IP to link commercial DEC and IBM environments, and what are the risks to a large integrated shop?

SAA and OS/2: Where's the Beef? - Lyle Anderson, Senior Consulting Manager, DMR Group, Inc.

Can the SAA architecture and OS/2 operating system form the basis for integegration between DEC and IBM? What will we see, and when?

SNA and OSI Gateways - Jim Mullen, Vice President, Orion Network Systems.

Gateways have been called the "crazy glue" of networks. How can you glue SNA to the standard OSI systems of the near future? Technical alternatives, vendor strategies, *your* strategy!

2:00-3:00 pm **Concurrent Focus Groups**

3270 Connectivity: A Digital Perspective - Andris Putnins, Central Area Manager, Network Marketing Programs, Digital Equipment Corp.

3270-VAX connectivity is perceived as a major requirement for providing access to DEC applications. What's practical today? How can Digital help?

Cost Justifying DEC-IBM Integration: Hard Benefits? - Rosemary O'Mahony, Senior Manager, Arthur Anderson & Co.

Solid tips, based on project experience, that will help you identify- and *reasonably* quantify - the hard benefits.

ISDN and T1: Implications for Remote Bulk File Transfer - Thorg Zekeres, President, Teleos, Inc.

DeBoever's Axiom states that "data will increase to fill the bandwidth available." How will ISDN and T1 change your applications? Will the IBM host become a big disk server for hordes of DEC VAXen, as many have predicted?

3:00-3:15 pm Afternoon Refreshments

3:15-4:30 pm General Session:

Managing and Driving DEC-IBM Integration: The Prize - Larry DeBoever, President, DeBoever & Associates, Inc.

4:30 pm Adjournment

Three Ways to Register

1. **BY PHONE:** Call 617-264-0155 between 9:00 a.m. and 5:00 p.m. Eastern Time, Monday through Friday.
2. **BY MAIL:** Fill out and mail the coupon below (please be sure to include the mailing label with your name on it).
3. **BY FAX:** Fax a copy of your completed registration form to 617-264-0540.

REGISTRATION FEE: $896.00

TEAM DISCOUNTS:

Individual Fee	$896.00
Second and Third Registration	$691.00
Fourth Registration	FREE
Fifth and Subsequent Registrations	$450.00
Day One of Conference Only	$450.00

FEE INCLUDES: Attendance at Conference; Continental Breakfast and luncheon each day; coffee breaks each morning and refreshments each afternoon; pre-registration luncheon reception and 200-page, bound proceedings of all presentations.

HOTEL ACCOMMODATIONS: Participants are responsible for their own hotel arrangements. The official conference hotel is the Hyatt Regency O'Hare. Advise the hotel you are attending The 1988 National Conference on Managing DEC-IBM Integration when you make your reservation and you will receive the special conference discount rate. TELEPHONE: 312-696-1234.

THE HYATT REGENCY O'HARE — CHICAGO: This world-class convention hotel, is conveniently located adjacent to O'Hare International Airport, just 20 minutes from downtown Chicago. The hotel offers a health club, pool, and a variety of first class restaurants: Hugo's for international gourmet cuisine; The Other Place for fresh fish and beef; Ventanas for seafood and homemade pasta; and the Garden Terrace for a European cafe atmosphere. Live entertainment is presented nightly at the Bistro Lounge.

CANCELLATION AND SUBSTITUTION POLICY: You may cancel in writing two weeks or more prior to the conference, subject to a cancellation service charge of $100.00. No cancellations will be accepted less than 10 days prior to the conference, but substitution of another registrant from your organization is permitted up to the start of the conference. Registrants who do not attend, and who do not cancel in writing within 10 days of the conference are liable for the entire fee. In the unlikely event that the conference is not held, your entire fee will be refunded. However, we accept no other liability.

SPECIAL NOTE: *Space is limited.* Registrations will be accepted on a strict first-come-first-served basis.

Registration Form

Mail completed form to:
DeBoever & Associates, Inc.
179 Great Road, Suite 220
Acton, MA 01720
Attn: Gregg Martin, Conference Coordinator
(617) 264-0155

YES! Register us for the 1988 National Conference on Managing DEC-IBM Integration.

- ☐ Single Full Conference — $896.00
- ☐ Day One Only — $450.00
- ☐ Multiple Registration (see discount schedule)
- ☐ FOURTH REGISTRATION FREE

METHOD OF PAYMENT:

- ☐ Full payment enclosed (make check payable to DeBoever & Associates, Inc.)
- ☐ Purchase order attached: P.O.# _____
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Additional Registrants:

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Title _____

Company _____

Phone ( ) _____

Name _____

Title _____

Company _____

Phone ( ) _____

Register by Phone (617) 264-0155 or Register by FAX (617) 264-0540

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